

The Importance of Service Quality for Public Transportation Demand in Developing Countries

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ABSTRACT

The purpose is wanted to determine the services quality affect the demand of public transportation in developing countries. This paper examines the factors through the questionnaire and secondary data. The questionnaire used to gather the information about the demand for public transport from the citizens in Malaysia. As the reason of Malaysia also is one of the developing countries in the world, therefore the questionnaire will be done by Malaysian. In additional, the secondary data will be used for analyze and change to graph for easy reading. The findings are confirms the services quality that affect the demand for public transport.

Keywords

Customer services quality, consumer behaviour, public transportation, developing countries.

1.0 INTRODUCTION

Civilized life depends on transport, for the movement of goods from where they are produced to where they are needed, and for the movement of people from their place of residence to where they must go to pursue all the activities of life, such as work, education, shopping and leisure activities. According to Eduardo (2012), Public transport systems have been revived as a key component of a broader strategy to mitigate the major economic and environmental problems related to the massive use of private automobiles. The demand of using public transportation will directly affect the development of the transport system and then a good transport system is vital to a country's development. Thus, the factors affecting the demand of public transportation in a country will affect the development of a country. Ensuring that the transport system develops in the way which is most conducive to the overall development of the country can have far reaching benefits, and conversely, failing to do so will have an adverse effect on development.

Populations in most developing countries are increasing faster than car ownership levels, and therefore an increasing proportion of the population is dependent on public transport except for very short journeys. Public transportation also provides an alternative to those who has private cars, but are sometimes deterred from using it by traffic congestion, parking difficulties or problems in accessing certain streets, although in practice it is relatively unusual, particularly in developing countries, for car owners to use public transport to any significant extent. However, many families in developing countries is tend to be large, so that most members of the family are still likely to use public transport for at least some of their travel.

In most western countries, demand for public transport, and therefore the level of services provided have declined as car ownership has increased. In contrast, public transport services in many developing countries have also deteriorated, but in the face of rapidly increasing demand. Inadequate public transport services have a detrimental effect on the economy, and there would be far reaching benefits if the demand for public transport could be satisfied in order to enable people to go about their business without unnecessary hindrance. Thus, the factors that affect the demand for public transport should be find out and find the adequate solution to solve it.

1.1 Problem Statement

The problem statement in this paper is to examine the relationship between the services quality and the demand for public transport. Services quality is an important element in services industries. Service qualities included reliable, punctuality, security, comfort, safety and convenience.

1.2 Objective

The objective of this study is wanted to determine the satisfaction level that provided by the public transport will bring effects for the demand of public transport in the developing countries. The various matters and

issues that have been raised and cause some users satisfied and are still not satisfied with the services provided by the public transport. This paper will focus on reliability, punctuality, safety, convenience, comfort and security that provided by the public transport.

1.3 Significance of Study

The significant of this study is wanted to determine the important of service quality that provide by public transportation in developing countries. This is because the satisfaction of service quality will affect the demand of public transport in a country. This is a need for doing this research for the purpose to increase the demanding after upgrade the service quality level.

2.0 LITERATURE REVIEW

A common definition of service quality is that the services should correspond to the customers' expectation and satisfy their needs and requirements. According to Edvardsson (1998), the definition is customer-oriented, but should not be interpreted as meaning that the services provider should always comply with the customer and his wishes.

Services quality embracing reliability, punctuality, safety, convenience, comfort and security is the first responsibility of the public transport undertaking to its customers. Reliability is an important element of service quality, and where users have a choice, has a strong influence on demand. There is a link between the reliability and the quality. According to Madu (1999), Quality and reliability are synonymous. A system cannot be reliable if it does not have high quality. Likewise, a system cannot be of high quality if it is not reliable. When services become unreliable, some passengers are lost who are never regained. Reliability may be measured in terms of the percentage of scheduled kilometres or journeys operated, the percentage of journeys operating on times or less than a specified number of minutes late, and in terms of number of involuntary stops due to mechanical failure or other reasons.

Safety is generally recognized that high standards of safety are a desirable objective. According to Jianmei Zhang (2008), crew safety drives many of the design decisions, including the target reliability for the system and its subsystems. However, it is estimated that between 75% and 85% of fatalities in road accidents worldwide occur in developing countries, despite low levels of car ownership. However, while a reduction in the numbers of accidents is beneficial in both

economic and social terms, there are costs associated with increased safety standards, including the costs of safety related vehicle design features.

Aspects of convenience include accessibility, frequency of services, extent and comprehensiveness of the route network, interchange ability between services, speeds of services and comprehensibility. Thus, the information about the route and other service provided by the public transport is very important. Comfort is an element of services quality which is difficult to quantify, and where standards, and passengers' expectations, differ widely. The main determinants of comfort are vehicle design and construction, standards of maintenance, load factors and driving standards.

Security is partly a reflection of standards of law and order in the country generally, but can influence by the way in which transport is operated. According to Barabino (2012), the most important attribute is the feeling of security against crimes and anti-social behaviours, an element strongly associated to the reduction of public ridership. Noticeably enough, the attribute security is considered of paramount importance by both female and male customers, denoting a reduced gender effect in comparison to past analyses (Smith, 2008). In particular overcrowding of vehicles and poor discipline at terminals increases passengers' vulnerability to pickpockets, while the presence of staff on the vehicles reduces the opportunities for crime. As with other aspects of service quality, the degree of security is partly a reflection of affordability.

3.0 METHODOLOGY

In this paper, questionnaire will be used to gather some information from the public transport users in Malaysia. There are five sections that will cover. There are research design, data collection and population and sample. Besides that, it will follow by the two section more, research instruments and data analysis method which is it will discuss more detail here. In this chapter, the hypothesis will be state to find out the relationship between the variables.

The instrument that used in this research is questionnaire that covers seven parts. In part A, all the personal information such as gender and race will be ask in this part, then ,the part B will be ask about the public transport regarding reliability of services that are provided. Part C will ask about the punctuality and Part D will ask about the safety. Part E and Part F will ask about convenience of public transport and the

comfortable. Part G will ask about the security of the public transport. The data will be analysed use the Statistical Package for Social Sciences (SPSS). This programme is created for analyse any data collection and will be performing as a graph or chart. The types of data that used for the researches are primary data and secondary data. Both of this is very helpfully to complete the research. For example, the observation, face to face interview and review the past recorded report in a few years.

4.0 FINDINGS

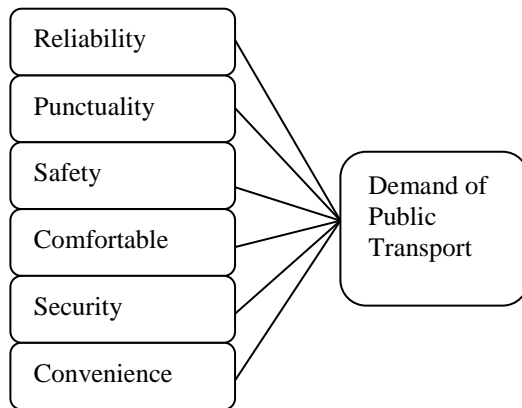


Figure 1: Theoretical Framework

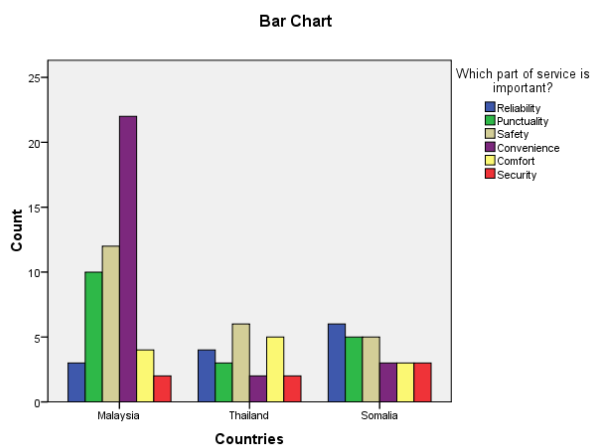


Figure 2: Service Quality by Countries

The findings of this research are the factors that affect the service quality of public transport in developing countries. The factors are divided by 6 categories

which is reliability, punctuality, safety, comfortable, security and convenience.

Figure 2 shows the part of service quality which is concern by the passenger. In Malaysia, convenience is the most important elements for passengers to choose the public transport. Most of the passenger will choose the terminal which is equipped by variety of facilities because that can convince them in the journey. After that is follow by the safety and punctuality.

In Thailand, the part of safety is most concern by the passenger. After that is follow by comfort, reliability and punctuality. Convenience and security get the same figure and both of them are the lowers in the graph.

For the Somalia's passengers, they are more concern with the reliability. After that is follow by punctuality and safety. Convenience, comfort and security are getting the same percentage.

5.0 DISCUSSION & CONCLUSION

In conclusion, convenience is the most important criteria that affect the demand of public transport service in developing countries.

Problems of inadequacy and inefficiency in public transport occur throughout the world, in both developed and developing countries. They tend to be more severe in developing countries where demand for the transport is increasing rapidly with population growth, and where operated hampered by serious shortages of resources of resources. The principal problems are manifested in inadequate and low quality services which give poor value for money, and low standards of safety and efficiency.

Although the problems are becoming progressively worse in many countries, most could be addressed effectively and at relatively little financial cost. Some of remedial measures may be taken by government, and some by the operators themselves, although intervention by government will often be necessary to motivate operator to take the appropriation action. Circumstances vary widely, but it should be always be possible to take steps to encourage the development of the type of public transport system is most appropriate in any particular cases.

There is board range of possible scenarios, from a highly organized formal public transport system to a completely unregulated informal Para-transit system. It is particularly important to encourage the development of a transport industry in which the structure and

ownership, the types and sizes of vehicles operated, types of services, operating system, and regulatory framework, are appropriate in the prevailing circumstances. Fundamental requirements are that services should be safe, reliable, and predictable, with sufficient capacity to meet demand at all times.

The industry must also be capable of adapting to changing circumstances particularly in developing countries where the pace of change may be rapid indeed. However, what can be achieved, and what standards are acceptable, will vary from place to place, and over time. What may be best practice in one situation may be unworkable in another, what is acceptable in one country may be acceptable in another, while what was acceptable a generation ago may be unacceptable now, and it is to be hoped that future generations will aspire to even higher standards.

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